

Providing expertise, support and guidance in Tesco and Samworth collaboration yielding £600k savings per annum through the implementation of double-deck trailers.



## Samworth Brothers

QUALITY FOODS



“

*Coriolis offered the SBSC team amazing support and guidance throughout the double-deck trailer initiative. Their advice and help was unobtrusive yet invaluable with project management support, tactical guidance and analytical help.*

”

David Lynch  
SBSC Finance Director

## Challenge

Samworth Brothers is a fourth generation family business which produces high quality chilled foods including pies, sandwiches, cakes and desserts for retail customers as well as their own popular household brands including Ginsters and Dickinson & Morris.

Samworth Brothers also owns and operates their own distribution company, Samworth Brothers Supply Chain (SBSC). SBSC provides an integrated logistics solution for Samworth Brothers products and their retail customers.

In a joint initiative with Tesco, SBSC identified significant opportunity for reducing the number of daily transportation runs between its Leicester consolidation centres and Tesco's inbound distribution centres. In order to realise this opportunity the joint Tesco-Samworth team had to overcome the following challenges:

**Relaxing delivery windows:** product is typically delivered to Customer distribution centres in time-boxed 'windows'; these daily timing requirements often prevent the accumulation of sufficient daily product to fill large trailers resulting in a higher number of small deliveries throughout the day and the use of third parties.



*We are now 12 months down the line and still realising and sharing the savings from the project. The initiative continues to contribute to SBSC profitability, reduces our carbon footprint and helps a very important customer for the Samworth group.*



David Lynch  
SBSC Finance Director

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**Back hauls:** like all distribution networks, empty trailers returning from a delivery represent a lost opportunity. Samworth maintain a live network incorporating multiple customers and associates enabling them to minimise empty running with back haul opportunities. Any significant change to daily schedules could impact existing back haul arrangements.

**Floating decks:** double-decker trailers introduce a number of further difficulties in terms of dock height restrictions, internal pallet height restrictions, different ancillary/cargo anchorage systems, and load/unloading times.

## Transformation

**Samworth Brothers engaged Coriolis to help analyse the current and future states, develop the joint proposal with Tesco, and project manage the introduction of double-deck trailers into the network with the result of minimal disruption.**

Working with Samworth subject matter experts, Coriolis distilled the options, key risks and opportunities route-by-route ensuring that only net profitable options were carried forward. The risk-driven approach enabled business, commercial and technical risks and opportunities to be jointly understood, negotiated and mitigated with Samworth and Tesco stakeholders.

Once an analysis of the options was presented and the profitable routes agreed, Coriolis facilitated the implementation of double-decker trailers route-by-route, following a standard process to ensure enabling actions were completed prior to go-live. Daily controls were in place between Samworth and Tesco to establish a clear 'readiness handshake' before each depot and route went live. The daily controls, which assured a high level of focus and momentum, were also used to rapidly respond to issues, update the implementation template and make joint configuration decisions as the implementation progressed.

## Impact

The project delivered £600k savings per annum through reducing the number of daily transport runs.

In addition to the financial and environmental savings of running less miles, this project highlighted the power of open collaboration between Tesco and Samworth Brothers, enabling them to better understand one another's challenges and exploit joint opportunities for mutual gain in their ongoing partnership.